

FILE ~~READY~~

fashion / calendar

Ruth Finley, Publisher / a weekly publication / 22nd year

8 East 77th St./New York 21, N. Y./TR 9-2343 / NOV. 5, 1962

1962

january

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february

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, NOVEMBER 2, 1962</u>			
Thursday Nov. 1 10:00 A.M.	PREVIEW OF SPRING COATS AND SUITS Couture Spring and Holiday coats, suits, and costumes, designed by Molly for Jack Sarnoff. By invitation. Thereafter Nov. 5, 7, 12, 14 at 10:00. By appointment. Contact: PE. 6-7121.	JACK SARNOFF, INC.	512 SEVENTH AVENUE SHOWROOM - 38TH FLOOR
Thursday Nov. 1 10:00 A.M.	PREVIEW: SPRING COATS AND SUITS Special preview for press and buyers. By invitation. Thereafter Nov. 6, 7, 8, 13, 14, 15 at 10:00 A.M. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Thursday Nov. 1 10:30 A.M.	OPENING OF SPRING COLLECTION Showings: Nov. 1, 6, 7, 8 at 10:30. Contact: Jean Palitz, WI. 7-6865.	RUDOLF GOWNS	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Thursday Nov. 1 11:00 A.M.	PREVIEW: RESORT AND SPRING COLLECTION One showing only, of cocktail dresses and costumes for Resort and Spring. By reservation. Contact: Leroy Grayson, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Thursday Nov. 1 11:30 A.M.	PRESS PREVIEW: SPRING COLLECTION Preview by invitation. Thereafter, Nov. 6, 7, 8 at 11:30 A.M. (<u>Note Change Of Dates.</u>) Publicity: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Thursday Nov. 1 12:00 Noon Luncheon	OPENING: SPRING COUTURE FASHIONS Spring couture fashions. By invitation. Thereafter daily at 12:00 Noon. By reservation. Contact: CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday Nov. 1 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Fashion Coordinator and Commentator: Mary Alice Rice, PL. 2-5726.	SWEE LO BOUTIQUE (995 FIFTH AVE.)	HOTEL PLAZA PERSIAN ROOM
Thursday Nov. 1 2:00 P.M.	OPENING: SPRING COAT COLLECTION Showing of Originala's Spring coat collection, Nov. 1, 2, 5, 7, 13 at 2:00 P.M. By appointment. Contact: Mr. Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Postponed Nov. 1	PAULINE TRIGERE'S SPRING OPENING, ORIGINALLY SCHEDULED FOR NOV. 1 AND 2 AT 2:30, HAS BEEN POSTPONED TO TUESDAY, NOV. 6 AT 2:30. (See Pg. 5)		
Thursday Nov. 1 3:30 P.M.	PREVIEW: SPRING COLLECTION By invitation. Continuous showings beginning Tues., Nov. 6. Contact: Isabelle Crawford, BR. 9-7700.	LESLIE FAY, INC.	1400 BROADWAY SHOWROOM - 16TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Nov. 1 4:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION Jane Derby's Spring collection. By invitation. Thereafter, Nov, 5, 7, 9, 13, 15 at 10:30 A.M. By appointment. Contact: Mabel Glemby, LA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday Nov. 1 4:00 P.M. Cocktails	OPENING: SPRING COLLECTION Designed by Celia Phillips and Elinor Simmons. By invitation. Thereafter Nov. 6 and 8 at 4:00. By reservation. Contact: Marion Auley, LA. 4-7690.	FRANK STARR ORIGINALS	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Thursday Nov. 1 5:30 P.M. Cocktails	PREVIEW: CALIFORNIA SPRING FASHIONS Show at 6:00 P.M. By invitation. Thereafter for 2 weeks in private suite. By appointment. Contact: Raul Rodriguez, FL. 9-3000.	TRAVILLA (853 N.LA CIENEGA,L.A.)	HOTEL PLAZA CRYSTAL ROOM
Beginning Thursday Nov. 1	OPENING: SPRING COLLECTION Continuous daily showings of Joan Leslie's "Misses Sizes for the Young Connoisseur." Contact: Isabelle Crawford, BR. 9-7700.	JOAN LESLIE	1400 BROADWAY SHOWROOM - 16TH FLOOR
Beginning Thursday Nov. 1	NEW "FLUTTER-BY" AT HOME FASHIONS Continuous showings of new at-home fashions, designed by Marti Huber. Contact: WI. 7-6122.	ELLEN LOCKWOOD	1410 BROADWAY SHOWROOM - 19TH FLOOR
Nov. 2	OHRBACH'S RELEASE DATE--Ski and apres ski fashions. (No Press Show)		
Friday Nov. 2 12:00 Noon Luncheon	"VIEWPOINT" LUNCHEON "Are Fashion And Discount Merchandising Compatible In Home Furnishings"-- Panel Moderator: Earl Lifshy--Home Furnishings Daily. Panelists: Ann Bolitski--Jordan Marsh Co.; Charles Stapp--Vice President, Koos Bros.; A.C. Huffman--President, Huffman & Boyle. Prices: \$6.50, members; \$7.50, guests. Contact: Josephine Brush, TE. 8-5133.	NAT'L HOME FASHIONS LEAGUE(767 LEX. AVE.)	HOTEL PIERRE BALLROOM
Friday Nov. 2 1:00 P.M.	PREVIEW OF SPRING COLLECTION One showing only of Mort Schrader's Spring collection. By invitation. Publicity: Betty Yarmon, LO. 4-9194.	MORT SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Saturday Nov. 3	OPENING: SPRING COLLECTION R and M (Miami, Florida) will present their Spring collection of daytime and evening dresses. By appointment. Contact: Martha Brito, CI. 7-2200.	R AND M HIGH FASHIONS, INC.	HOTEL GOTHAM
<u>WEEK BEGINNING SUNDAY, NOVEMBER 4, 1962</u>			
Sunday Nov. 4 1:15 P.M. Brunch	HOLIDAY FASHIONS DURING BRUNCH Holiday cocktail and evening fashions by Rosalie Macrini, available at Bonwit Teller. Reservations--\$4.00; contact: Mr. Gabriel, CI. 6-7700. Publicity: Peggy Cantor Assoc., 30 East 37th Street, MU. 9-8542.	ROSALIE MACRINI (550 SEVENTH AVE.)	HAMPSHIRE HOUSE FOUNTAIN ROOM
Nov. 5	MACY'S RELEASE DATE--Table settings. Preview Oct. 31.		

READY-TO-WEAR TIME TABLE, WEEK OF NOV. 5

("O" REFERS TO OPENING; "P" PREVIEW OR PRESS SHOW; "*" INDICATES SHOWING FRIDAY)
For more details, refer to specific listings in current and previous issues.

<u>MONDAY, NOV. 5</u>	<u>TUESDAY, NOV. 6</u>	<u>WEDNESDAY, NOV. 7</u>	<u>THURSDAY, NOV. 8</u>
9:30	Nathan-Strong Tiffeau-Busch Modern Couture- Helena Barbieri	Nathan-Strong	Nathan-Strong Tiffeau-Busch Bonnie Cashin(P) (Philip Sills)
10:00 Jack Sarnoff Marquise	Seymour Fox Frank Gallant Adele Simpson(O) Ben Reig	Jack Sarnoff Marquise Frank Gallant Adele Simpson Ben Reig N.S. Petites (Lloyd Weill)	Seymour Fox Frank Gallant Adele Simpson
10:30 Edward Abbott- Wilson Folmar Leonard Arkin Jane Derby David Crystal	Edward Abbott- Wilson Folmar Hattie Carnegie(O) Rudolf Herbert Sondheim Pattullo- Jo Copeland Handmacher-Vogel David Crystal	Edward Abbott- Wilson Folmar Leonard Arkin Rudolf *Jane Derby Herbert Sondheim *Pattullo- Jo Copeland *Monte-Sano & Pruzan David Crystal	Edward Abbott- Wilson Folmar Hattie Carnegie Rudolf Herbert Sondheim *Trigere (Showing Nov. 9)
11:00		Eric Lund(P) Arkay(O)	Eloise Curtis(O)
11:30 Andrew Arkin George Carmel Mignon(O)	Arthur Jablow Abe Schrader	Andrew Arkin George Carmel Abe Schrader	Arthur Jablow Mignon Abe Schrader
12:00 Estevez Harold Levine	Estevez Talmack(O) Lanz(O) Louis Goldstein Vera Maxwell Mollie Parnis	Estevez Harold Levine Lanz Louis Goldstein Vera Maxwell Mollie Parnis	Estevez Talmack Lanz Louis Goldstein Vera Maxwell Maria Krum(P)
1:00 Harvey Berin Jr.Sophisticates Stephan Ltd.(P)	Harvey Berin Jr.Sophisticates Hannah Troy Mr. Mort(P)	Harvey Berin Jr.Sophisticates Hannah Troy	Jr.Sophisticates
1:15 Nat Kaplan	Oleg Cassini	Nat Kaplan Oleg Cassini	
1:30	Lee Claire(P)		
2:00 Originala	Harry Frechtel Rappi(O)	Originala Rappi	Harry Frechtel Rappi

(continued on following page)

READY-TO-WEAR TIME TABLE (continued from page 3)

<u>MONDAY, NOV. 5</u>	<u>TUESDAY, NOV. 6</u>	<u>WEDNESDAY, NOV. 7</u>	<u>THURSDAY, NOV. 8</u>
2:30 Larry Aldrich Petites Hayette	Ira Rentner Ceil Chapman Larry Aldrich Branell Hayette Trigere(O) Christian Dior-N.Y. Rembrandt	Ira Rentner Ceil Chapman Larry Aldrich Branell Hayette Sam Friedlander(O) Maurice Rentner Martini Designed; Miss Martini Rembrandt	*Larry Aldrich Petites(show Nov.9) Larry Aldrich Branell Sam Friedlander Maurice Rentner Trigere Christian Dior-N.Y.
3:00 Maurice Rentner(P)	Andrea A.	Anne Fogarty(P)	
3:30		Ilie Wacs(O)	Ilie Wacs Eric Lund
4:00 Lawrence of London Harmay	Rosalie Macrini(O) Harmay Mademoiselle Ricci(O) Samuel Winston Frank Starr	Lawrence of London Harmay Martier-Raymond(O) Mademoiselle Ricci Bataldi(P) Donald Brooks- Townley	Lawrence of London Martier-Raymond Samuel Winston Frank Starr
4:30 Monte-Sano Pruzan(P)			
5:00			Trigere(P)
6:00 Marusia(P)			

Monday Nov. 5 11:30 A.M. **OPENING OF SPRING COLLECTION** **MIGNON** 498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Mignon's Spring collection, designed by Dorothy Farbo. By invitation. Thereafter, Nov. 8 and 13 at 11:30 A.M. Contact: Marcella Wolfe, BR.9-5991.

Monday Nov. 5 12:30 P.M.; 6:00 P.M. **CUSTOMER SHOWINGS OF SKI FASHIONS** **STERN'S** 3RD FLOOR SKI SHOP
Stern's will present ski fashions at two showings for customers. Open to public. Publicity: Mildred Collins, LO. 5-7960.

Monday Nov. 5 1:00 P.M. **PREVIEW OF SPRING MISSES DRESSES** **STEPHAN LTD. BY SCHRADER** 530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
One showing only, for press and buyers. By invitation. Publicity: Betty Yarmon, LO. 4-9194.

Nov. 5 **PRESS SHOWING OF MAURICE RENTNER'S SPRING COLLECTION AT 3:00 P.M.**

Monday Nov. 5 4:30 P.M. **PRESS PREVIEW OF SPRING COLLECTION** **MONTÉ SANO & PRUZAN** 21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
Also, Nov. 7, 9, 13, 15 at 10:30. By invitation only. Contact: JU. 2-2317.

Monday Nov. 5 6:00 P.M. **PREVIEW: CALIFORNIA FASHIONS IN NEW YORK** **MARUSIA ORIGINAL** ST. REGIS HOTEL SUITE 605
(165 N.ROBERTSON, L.A.)
Marusia Original and Marusia Bazaar will present Resort and Spring showing of coats, suits, dresses, costumes, cocktail and evening gowns. By invitation. Thereafter by appointment. Contact: Alice Driver, PL.3-4500. -h-

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Nov. 5	OPENING: RESORT- SPRING COLLECTION Continuous showings of Resort-Spring collection, designed by Walter Gerson. Contact: WI. 7-2055.	MAX LAWRENCE, INC.	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Monday Nov. 5	OPENING: SPRING COAT COLLECTION Continuous daily showings. Contact: Alan Baron, PE. 6-8867.	BRITTANY (HENRY FRIEDRICKS CO.)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
Nov. 6	ELECTION DAY--Tuesday		
Tuesday Nov. 6 10:00 A.M.	PRESS PREVIEW OF SKI COLLECTION Gimbels will preview their ski collection. By invitation. (<u>For Release, Wed., Nov. 7.</u>) Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	3RD FLOOR SPECIALTY CORNER
Tuesday Nov. 6 10:00 A.M.	OPENING: SPRING AND RESORT COLLECTION Showings at 10:00 A.M., Nov. 6, 7, 8, 13, 14. (<u>Spring only Nov. 7 and 14.</u>) By appointment. Contact: LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Nov. 6 10:30 A.M.	OPENING OF SPRING COLLECTION Showings on Nov. 6, 8, 13, 15 at 10:30 A.M. By reservation. Contact: Sally Wolf, OX. 5-3091.	HATTIE CARNEGIE	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Tuesday Nov. 6 12:00 Noon	OPENING: SPRING COLLECTION Talmack's Spring collection, designed by John Moore, Nov. 6, 8, 13 at 12:00 Noon. (Resort will follow Spring on Nov. 8 and 13.) By reservation. Contact: Lee Pine, BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday Nov. 6 12:00 Noon	OPENING: CRUISE AND SPRING COLLECTION Formal showing of Junior dresses and sportswear. By invitation. Thereafter Nov. 7, 8, 13, 14 at 12:00 Noon. Contact: Audrey Brock, OX. 5-6440.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Tuesday Nov. 6 1:00 P.M.	PREVIEW: SPRING DRESS COLLECTION Spring dresses, designed by Stanley Herman, at 1:00 P.M. By invitation. Continuous thereafter. Contact: Dorothea Marshall, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Nov. 6 1:30 P.M.	PREVIEW OF SPRING COLLECTION Late day, formal dresses and ensembles. For press and buyers, by invitation. Continuous daily thereafter. Contact: Jack Sulzer, WI. 7-9470. Publicity: Margaret Hodge, 110 West 51st Street, LT. 1-3260.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday Nov. 6 2:00 P.M.	OPENING: SPRING COLLECTION Showings at 2:00 P.M., Nov. 6, 7, 8, 12, 14. Contact: LO. 5-2626.	RAPPI, INC.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Nov. 6 2:30 P.M.	OPENING: SPRING COLLECTION Spring showings Nov. 6, 8, 13, 15 at 2:30 P.M.; Nov. 9 at 10:30 A.M. (On Nov. 8 and 9, Resort collection will follow Spring.) By invitation. Contact: Estelle Marr, IO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 6 4:00 P.M.	OPENING: SPRING COLLECTION Showings Nov. 6 and 13 at 4:00 P.M. By reservation. Contact: Anne Towne, CH. 4-2655.	ROSALIE MACRINI	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday Nov. 6 4:00 P.M.	OPENING: RESORT- SPRING COLLECTION Mademoiselle Ricci's Resort-Spring collection, designed in Paris by Jules Francois Crahay for Nina Ricci. <u>Also showing Nov. 7 at 4:00 P.M.</u> By in- vitation. Continuous daily thereafter. Contact: Shelly Wollin, OX. 5-4760, Ext. 742.	MADemoisELLE RICCI	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Tuesday Nov. 6	OPENING: SPRING COLLECTION Informal showings. By appointment. Publicity: Hilda Sherey, PE. 6-0900.	R & K ORIGINALS, INC.	1400 BROADWAY SHOWROOM - 5TH FLOOR
Beginning Tuesday Nov. 6	OPENING: SPRING JUNIOR COLLECTION Spring fashions, designed by Frances Prisco. Contact: PE. 6-2642.	TED BROWN, INC.	1400 BROADWAY SHOWROOM - 8TH FLOOR
Nov. 6	BLOOMINGDALE'S RELEASE DATE--Ski fashions. (No Press Show)		
Wednesday Nov. 7 11:00 A.M.	PRESS PREVIEW: SPRING COLLECTION Spring dresses, coats, and suits, designed by Eric Lund. <u>For buyers,</u> <u>Nov. 8 at 3:30.</u> By invitation. Contact: Helen Rubin, WI. 7-1076.	ERIC LUND, INC.	491 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday Nov. 7 11:00 A.M.	OPENING: SPRING JUNIOR COLLECTION One showing only. By reservation. Informal thereafter. Contact: LO. 5-2626.	ARKAY JUNIORS	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Wednesday Nov. 7 11:00 A.M.	PRESS PREVIEW OF CHILDREN'S FASHIONS Spring collection of children's fashions. By invitation. Publicity: Ruth Hammer Associates, 2 West 59th Street, EL. 5-7872.	TRES CHIC (DIV. OF VOILA)	AMERICANA HOTEL REGENCY BALLROOM
Wednesday Nov. 7 2:30 P.M.	OPENING OF SPRING COLLECTION Sam Friedlander's Spring collection, designed by Bob Bugnand, at two showings, Nov. 7 and 8 at 2:30. Contact: Sylvan Fox, PE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Wednesday Nov. 7 3:00 P.M.	PREVIEW: SPRING COLLECTION Preview of Spring dresses, costumes, and boutique coordinates. By invita- tion. Informal showings thereafter. Contact: Nancy English, LO. 4-9115.	ANNE FOGARTY, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Wednesday Nov. 7 3:30 P.M.	OPENING: SPRING COAT AND SUIT COLLECTION For press and buyers, by invitation. Thereafter Nov. 8 and 13 at 3:30. Contact: Miss Vyvian, LO. 4-6316. Publicity: Mathews-Latham, MU. 5-7907.	ILIE WACS COUTURE	512 SEVENTH AVENUE SHOWROOM - 34TH FLOOR
Wednesday Nov. 7 4:00 P.M. Cocktails	PREVIEW: SPRING COAT COLLECTION Preview of Spring coat collection. Commentator: Mia Grau. By invitation. Continuous daily thereafter at showroom, 230 West 39th Street, 12th floor. Contact: Phyllis Schorr, LO. 4-6886.	BATALDI (BAITCH & CASTALDI)	500 CLUB 500 SEVENTH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 7 4:00 P.M.	OPENING: RESORT AND SPRING COLLECTION Martier-Raymond's Resort and Spring collection, Nov. 7 and 8 at 4:00 P.M. By reservation. Contact: Jack Bernstein, PL. 3-0020 or PL. 3-0697.	MARTIER-RAYMOND	13 WEST 57TH STREET SALON - 2ND FLOOR
Wednesday Nov. 7 4:30 P.M. Cocktails	FASHIONS FOR CHILDREN: SPRING-SUMMER '63 "The Du Pont Sampler"--preview of fashions in Du Pont fibers from the children's wear market. Show at 5:15 P.M. For press and retail trade, by invitation. Contact: (Trade) Ethel Radon, LO. 3-6400, Ext. 484; (Press) Blanche Gaillard, Ext. 309.	DU PONT COMPANY	SHERATON-EAST HOTEL BALLROOM
Thursday Nov. 8 11:00 A.M.	OPENING: SPRING JUNIOR COLLECTION Eloise Curtis' Spring collection. By reservation. Continuous daily thereafter. Contact: OX. 5-6650.	ELOISE CURTIS, INC.	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Thursday Nov. 8 12:00 Noon Luncheon	PREVIEW: RESORT- SPRING COLLECTION Presentation of Maria Krum's Resort-Spring couture daytime, travel, and evening fashions. For press and buyers, by invitation. Contact: CI. 7-3060	MARIA KRUM	41 WEST 56TH STREET SALON - 2ND FLOOR
Thursday Nov. 8 2:30 P.M.	OPENING OF SPRING COLLECTION Preview of Spring color-coordinated separates, designed by Jeanne Essig. By invitation. Continuous thereafter. Contact: Viola Beecher, LO. 4-3113	MAJESTIC SPECIALTIES	1410 BROADWAY SHOWROOM - 16TH FLOOR
Thursday Nov. 8 6:30 P.M.	SKI FASHION SHOW Active ski-wear and after-ski fashions from November "Mademoiselle," available at Saks Fifth Ave. By invitation. Private press reception after showing. Contact: Helen O'Hagan, PL. 3-4000.	MADemoisELLE; SAKS FIFTH AVENUE	SWISSAIR OFFICE 10 WEST 49TH STREET
Beginning Thursday Nov. 8	OPENING OF SPRING COLLECTION Showing of Jerry Silverman's Spring collection, designed by Shannon Rodgers. By appointment. Contact: Jean Dione, CH. 4-4940.	JERRY SILVERMAN	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Nov. 9	ABRAHAM & STRAUS RELEASE DATE--Ski fashions. (No Press Show)		
Friday Nov. 9 11:00 A.M.	PRESS PREVIEW: NEW CUSTOM COLLECTION Made-to-order fashions for Resort and Spring. By invitation. Customer showings Nov. 12, 13, 14 at 3:00 P.M. Contact: Jeri Amstel, PL. 5-2600.	HATTIE CARNEGIE	42 EAST 49TH STREET SALON - 2ND FLOOR
Friday Nov. 9 8:00 P.M. Cocktails- Dinner	THIRTEENTH ANNUAL FAN BALL Annual Fan Ball for benefit of Children's Cancer Fund of America and Children's Blood Foundation. Showing of the Ritter "Trans-World" fur collection. Chmn.: Mrs. Herbert T. Mundin. Reservations: \$50.00. Contact: Tappin & Tew, 38 East 57th Street, PL. 1-2644.	CHILDREN'S CANCER FUND OF AMERICA	HOTEL PLAZA BALLROOM
Sunday Nov. 11 1:15 P.M. Brunch	HOLIDAY AND CRUISE FASHIONS AT BRUNCH Afternoon and cocktail fashions, available at Bonwit Teller. Reservations-\$4.00; contact: CI. 6-7700. Publ.: Peggy Cantor Assoc., MU. 9-8542.	HAROU OF CALIFORNIA (498 SEVENTH AVENUE)	HAMPSHIRE HOUSE FOUNTAIN ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Nov. 8 12:30 P.M. Luncheon	HOLIDAY FASHIONS DURING LUNCHEON "Holiday in New York"--fashions by Jerry Silverman, Gothe and Elizabeth Lawrence. Furs--Allan Grant. Press by invitation. Public by reservation contact:"Banquet Dept.," PL. 9-3000. Plaza Fashion Director: Mary Alice Rice, PL. 2-5726.	LEADING DESIGNERS	HOTEL PLAZA TERRACE ROOM
Sunday Nov. 11- Nov. 17	NATIONAL PRESS WEEK IN CALIFORNIA Twelfth annual National Press Week in California. Contact: William T. Maxfield, Exec. Dir., C.F.C., 740 South Broadway, Los Angeles, California.	CALIFORNIA FASHION CREATORS	BEVERLY WILSHIRE HOTEL LOS ANGELES, CAL.
Monday Nov. 12 11:00 A.M.; 3:30 P.M.	PRESS PREVIEW OF SPRING COLLECTION Sarmi's Spring collection. Buyers' preview at 3:30 P.M. Also, Nov. 13 at 11:00 A.M. By invitation. Contact: CH. 4-7270.	SARMI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Monday Nov. 12 5:00 P.M.	OPENING OF SPRING COLLECTION Showing of George Stavropoulos' Spring collection to press and buyers. Also, Nov. 13, 14, 15 at 5:00 P.M. By appointment. Contact: PL. 5-2494.	GEORGE STAVROPOULOS	47 WEST 57TH STREET SALON - 5TH FLOOR
Monday Nov. 12 5:30 P.M. Cocktails	COCKTAIL PARTY FOR BEAUTY EDITORS Elizabeth Arden will introduce a new look in makeup. Special guest: Baron Gerard de la Baudiniere. By invitation. Publicity: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	ST. REGIS HOTEL PRIVATE SUITE
Tuesday Nov. 13 9:00 A.M. Coffee	PRESS PREVIEW: AT-HOME GIVENCHY SEPARATES Premiere showing of Givenchy-designed at-home separates, made by Stella Sloat. By invitation. (Release Date, Wed., Nov. 14.) Publicity: Kay Robinson, OR. 9-7800.	B. ALTMAN & CO.	3RD FLOOR
Tuesday Nov. 13 12:30 P.M. Luncheon	SUEDE AND LEATHER FASHIONS AT LUNCHEON "Flight To Fall Fashions By Air France"--fashions by Samuel Robert. Shoes--Fiorentina. Gift--Monet. Door Prize--Georg Jensen. Cabochard perfume by Gres, presented to each guest. Press by invitation. Public by reservation--\$4.75; contact:"Headwaiter," EL. 5-3000. Waldorf Fashion Publicity: Ann Walsh. Coordinator and Commentator: Phyllis Youngheart, PL. 1-0752.	SAMUEL ROBERT, INC. (1407 BROADWAY)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Nov. 14 10:00 A.M. Breakfast	PRESS PREVIEW OF BOUTIQUE GIFTS "Continental Corner"--boutique fashions, including desk accessories and gifts for men. By invitation. (For Release, Thurs., Nov. 15.) Publicity: Eileen Goldberg, TR. 5-0195.	ABRAHAM & STRAUS	6TH FLOOR FEATURE EVENTS OFFICE
Wednesday Nov. 14 4:30 P.M. Champagne	PRESS PREVIEW: INTIMATE APPAREL Showing of Christian Dior slimwear, daywear, and lingerie. By invitation only. Publicity: Lila Moren, MU. 5-5740.	CHRISTIAN DIOR	200 MADISON AVENUE SHOWROOM - 10TH FLOOR
Wednesday Nov. 14 12:30 P.M. Luncheon	RESORT FASHIONS BY JOHN WEITZ Special collection of Resort fashions, designed by John Weitz, exclusively for Henri Bendel. By invitation. Publicity: Ruth Hammer Assoc., EL. 5-7872-23.	HENRI BENDEL	LE VOISIN 575 PARK AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 14 7:30 P.M. Dinner- Dance	TWENTY-FOURTH ANNUAL "ANGELS BALL" For benefit of Council Thrift Shop, N.Y., section of National Council of Jewish Women. Co-sponsored by Helena Rubinstein Foundation. Reservations: \$160.00 per couple (includes \$60.00 for dinner, plus donation of merchandise worth \$100.00 to Council Thrift Shop). Contact: N.Y. Headquarters, LE. 5-5900. Publicity Chairman: Ann R. Silver, 511 Fifth Ave., MU.7-8654.	NATIONAL COUNCIL OF JEWISH WOMEN	HOTEL ASTOR BALLROOM
Thursday Nov. 15 9:30 A.M. Coffee	PRESS PREVIEW: GIFTS AND ACCESSORIES Imported and domestic gifts and decorative accessories for the home. By invitation. (For Release, Fri., Nov. 16.) Contact: Jocelyn Brown, OX. 5-4000, Ext. 278.	OHRBACH'S	3RD FLOOR DECORATORS GIFT SHOP
Thursday Nov. 15 12:00 Noon Luncheon	SECOND ANNUAL "GIVE THANKS FOR WOMEN" Honored guests: Mimi Benzell, Margaret de Mille, Zsa Zsa Gabor, Melanie Kahane, Carol Reed. Reservations: \$12.50, members; \$15.00, non-members. Publicity: Annette Green Assoc., 101 Park Avenue, MU. 3-5563.	THE FRAGRANCE FOUNDATION	HOTEL AMERICANA ROYAL BALLROOM
Friday Nov. 16 9:00 A.M.& 12:00 Noon	READY-TO-WEAR & SPORTSWEAR FASHIONS American Ready-To-Wear, Spring 1963. Co-chmn.: Carrie Donovan and Katherine Murphy. Speaker: Catherine di Montezemolo--Ladies Home Journal. Sportswear speaker: Virginia Booth--Lord & Taylor. Breakfast: \$6.00, members; \$10.00, guests. Luncheon: \$10.00, members; \$15.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	AMERICANA HOTEL IMPERIAL BALLROOM
Friday Nov. 16 4:00 P.M. Tea	PRESS PREVIEW OF "STUDIO THREE" Altman's will preview their Christmas gift boutique, featuring fashion accessories. By invitation. (For Release, Mon., Nov. 19.) Publicity: Kay Robinson, OR. 9-7800.	B. ALTMAN & CO.	3RD FLOOR
Monday Nov. 19 9:45 A.M. Coffee	PRESS PREVIEW: RESORT FASHIONS Stern's will present their Resort fashions for the press. By invitation. (For Release, Wed., Nov. 21.) Publicity: Mildred Collins, IO. 5-7960.	STERN'S	3RD FLOOR
Monday Nov. 19 8:00 P.M. Supper- Dance	"PARTY OF THE YEAR" FOR COSTUME INSTITUTE Fifteenth annual "Party Of The Year" for benefit of Costume Institute--Metropolitan Museum of Art. Museum pageant and entertainment. Chmn.: James S. Schoff--President, Bloomingdale's. Co-chmn.: Melvin E. Dawley and Adam Gimbel. Reservations: \$100 each. Contact: Costume Institute, TR. 9-5500, Ext. 381.	COSTUME INSTITUTE-- MET. MUSEUM OF ART	AMERICANA HOTEL 52ND ST. & 7TH AVE.
Nov. 21	STERN'S RELEASE DATE--Resort fashions. Preview Nov. 19 at 9:45. (See above)		
Nov. 26	BLOOMINGDALE'S RELEASE DATE--Resort fashions, South Shop. (No Show)		
Tuesday Nov. 27 12:30 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOWING Hattie Carnegie's fur fashions. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Carnegie Publicity: Jeri Amstel, PL. 5-2600. Plaza Fashion Director: Mary Alice Rice, PL. 2-5726.	HATTIE CARNEGIE (42 EAST 49TH ST.)	HOTEL PLAZA TERRACE ROOM

READY-TO-WEAR TIME TABLE, WEEK OF NOVEMBER 12

("O" REFERS TO OPENING; "P" PREVIEW OR PRESS SHOW; "*" INDICATES SHOWING FRIDAY)

<u>MONDAY, NOV. 12</u>	<u>TUESDAY, NOV. 13</u>	<u>WEDNESDAY, NOV. 14</u>	<u>THURSDAY, NOV. 15</u>
9:30		*Tiffeau-Busch	
10:00 Jack Sarnoff	Marquise Frank Gallant Adele Simpson	Jack Sarnoff Frank Gallant Adele Simpson Seymour Fox	Frank Gallant
10:30 Herbert Sondheim	Pattullo- Jo Copeland Jane Derby Monte-Sano & Pruzan Hattie Carnegie Handmacher-Vogel	Ben Zuckerman(O)	*Ben Zuckerman Pattullo- Jo Copeland Jane Derby Monte-Sano & Pruzan Hattie Carnegie
11:00 Sarmi(P)	Sarmi		
11:30 Arthur Jablow	George Carmel Mignon		
12:00	Vera Maxwell Lanz Talmack	Vera Maxwell Lanz Louis Goldstein	Vera Maxwell
1:00 Jr.Sophisticates Teal Traina	Jr.Sophisticates Harvey Berin	Jr.Sophisticates Harvey Berin	
1:15	Nat Kaplan		
2:00 Rappi	Harry Frechtel Originala	Rappi	Harry Frechtel
2:30 Larry Aldrich Petites	Ira Rentner Larry Aldrich Trigere Maurice Rentner	Christian Dior-N.Y. Larry Aldrich	Trigere Maurice Rentner
3:30 Sarmi	Ilie Wacs		
4:00	Samuel Winston Lawrence of London Rosalie Macrini	Samuel Winston Donald Brooks- Townley	
5:00 G.Stavropoulos(O)	G.Stavropoulos	G.Stavropoulos	G.Stavropoulos

ADDITIONAL SPRING CONTINUOUS SHOWINGS - These collections have opened.

A.P. SILK CO. "Marco Polo Silk Collection," display through Nov. 30.
1412 Broadway, 15th Floor, WI. 7-4471.

PAUL BLUMENSTEIN . . . Spring collection.
530 Seventh Avenue, 27th Floor, WI. 7-0152.

(continued on following page)

ADDITIONAL SPRING CONTINUOUS SHOWINGS -(continued from page 10)

- BRIARBROOK SUITSResort-Spring collection of suits, by Stefan.
512 Seventh Avenue, 11th Floor, BR. 9-7700.
- CAMEO EVENING FASHIONS;.Spring cocktail and evening fashions, by George Nardiello.
FIVE THIRTY P.M. 530 Seventh Avenue, 3rd Floor, PE. 6-0151.
- CLARET ORIGINALS, INC. .Cruise-Spring collection of sportswear and dresses.
498 Seventh Avenue, 8th Floor, IO. 3-6126.
- ELON OF CALIFORNIA . . .Swimsuit collection for 1963.
1407 Broadway, Room 2312, IO. 3-3439.
- FAMELIA OFSpring Italian handmade sweaters, by Lore Dibbern.
FLORENCE, ITALY 1407 Broadway, 34th Floor, BR. 9-8763.
- WAYNE FULLER, INC. . . .Resort-Spring California collection. By appointment.
Hotel Gotham, CI. 7-2200.
- GOTHESpring collection of cocktail and evening fashions.
DAVID E. GOTTLIEB 530 Seventh Avenue, 4th Floor, IO. 5-2727.
- JUNIOR ACCENT. . . .Spring junior collection, designed by Frank Adams.
498 Seventh Avenue, 10th Floor, IO. 4-1434.
- BUD KILPATRICKSpring collection for Cruise and Spring.
Hotel Plaza, PL. 9-3000. Publ.: Eleanor Lambert,MU.8-2130.
- KLEIN-BLAIKIE, INC.. . .Spring collection of misses dresses and costumes.
498 Seventh Avenue, 6th Floor, BR. 9-7580.
- VIRGINIA KREMENTZ. . . .Fabiani--dresses, coats, suits; Strelitz--dresses, suits.
42 West 58th Street, Rm. 203, PL. 3-4464; or PL. 3-3500.
- MARGOT INC.. . . .Spring collection of misses dresses.
498 Seventh Avenue, 19th Floor, IO. 5-2626.
- EVIE MAXIME, INC.. . .Spring cocktail and evening fashions, by Evie Maxime.
498 Seventh Avenue, 12th Floor, WI. 7-5374.
- PARNES FEINSTEIN, INC. .Spring dresses and costumes.
530 Seventh Avenue, 10th Floor, BR. 9-0952.
- RONA DRESSES INC.. . .Spring collection of dresses, by Lee Shapiro.
1400 Broadway, 14th Floor, CH. 4-3872.
- ERNST STRAUSS, INC.. .Spring California fashions. By appointment.
BY MONICA Hotel Gotham, CI. 7-2200.
- WERLESpring California fashions. By appointment.
Hotel Plaza, PL. 9-3000. Publ.: Eleanor Lambert,MU.8-2130.
- MURRAY ZENKEL INC. . . .Spring dresses and costumes, by Miguel Dorian.
530 Seventh Avenue, 19th Floor, CH. 4-2270.

